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General Trade Edition

DIG & DUN

WITH 1947 PRICES

Sales and Service Bulletin

BLUE LABEL DAHLIAS

Sure to Grow. Free from Disease. True to

WAYLAND DAHLIA GARDE

E. R. RYNO, Prop.

Wayland, Mich., U. S. A.

U. S. DEPARTMENT OF AGRICULTURE

OFFICIAL BUSINESS

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DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.—Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

Sales and Service Bulletin

VOL. 15

WAYLAND, MICHIGAN, U. S. A., SEASON OF 1947

NO. 1

THE DAHLIA SITUATION THIS YEAR

It has been our custom to give each year our opinion as to the dahlia outlook for the current season. This year we are taking the liberty to reproduce the report made by the writer as Chairman of the Dahlia Committee of the National Mail Order Nurserymen's Association at their Convention held on July 28th and 29th in the Stevens Hotel, Chicago, Ill., as follows:

MR. PRESIDENT:

FELLOW MEMBERS:

I am sorry that the condition of my health makes it impossible for me to give you my report on the dahlia situation this year in person; nor was it possible for me to make personal contact with other dahlia growers to learn their opinions on the outlook this year.

Naturally, however, we keep a constant watch on growing and marketing conditions and it is on our observations on these points that we are basing our own operational plans for the coming season, and it is on these plans that I shall base my remarks.

First, as to acreage, I think there will be an even smaller acreage in dahlias this year than last for three reasons; First, dahlias were very short crop last year and nearly all the larger growers were sold so short that it required not only all their saleable stock but in many cases a portion of the stock usually held for planting to fill their contracts; Secondly, because of the scarcity of help some of the larger growers are devoting part of their attention to such items as hardy mums and similar plants which will cut down on their labor requirements at the usual dahlia harvest time; and, Thirdly, because of the relatively high price of glads several of the larger growers whom I know are using a larger part of their acreage in glads as both cut flower and bulb crops.

We figured our crop was at least 25% short last year and while we have increased our own acreage to a total of about seventy acres this year or

approximately a million plants, we think that taking the country as a whole the total acreage in dahlias this season will be at least 20% less than last and even assuming good growing conditions I think the total crop will fall short of last year.

As to prices, there are two factors that enter into the prices of dahlia roots. The first of these is Scarcity. This is reflected chiefly in the cut-flower varieties which are in demand in large quantities by the cut-flower growers. Such varieties as Jersey's Beauty, Jean Kerr, Le Toreador and Francis Larocco are notable examples of this class. These varieties used to sell by the thousands at from 3c to 5c a piece. Scarcity boosted these prices last year up to 15c to 25c and the fact that these prices held throughout the season shows pretty clearly that available stocks were moving even at these higher prices. The second factor in price is Relative Merit. When Jersey's Beauty will sell at 25c we cannot expect such varieties as Kathleen Norris, Victory and Premier's Winsome to sell at a dime. When such varieties as Jean Kerr sell at 15c we cannot expect Kemp's White Wonder to sell at 10c. When Le Toreador and Francis Larocco will sell at 20c certainly Mrs. Boutillier, California Idol and such varieties of greater merit cannot be bought for half that price. I know it is true that the giant exhibition varieties do not ordinarily sell in such quantities as the standard varieties used chiefly for commercial cutting purposes; but nevertheless, growers are bound not only to make their plantings on the basis of price but also to make their price on the basis of planting. We grow not only the standard varieties but also the large garden and exhibition varieties on a scale of thousands of each variety and while we are naturally maintaining the size of our plantings of the larger varieties because of the fact that we cater especially to the mail order catalog trade, yet we be-

lieve that such varieties will reflect the greatest shortage this year, especially among the eastern growers; hence we do not look for any cut in prices of standard varieties this season and should not be surprised to see the larger varieties listed at even greater prices before the end of next season.

As to our prices, we have always maintained a rather independent attitude, selling our crop on a cost of production basis regardless of ruling prices among other growers. However, I do not feel that it would be fair to make any mention of prices at this particular time which would make it seem that we were using our report for purposes of exploitation of our own stock. I have tried to give you the facts regarding the dahlia outlook as they appear to us and as I think they should be looked at by you in your contracting to cover your next season's requirements. We sent back more than \$40,000 worth of late orders last year and I think the wise buyer will cover himself as soon as possible rather than wait for prices to drop as the season advances.

While this is not strictly within the range of our report there are a couple of other items which I believe will not be out of place at this time. The first of these is the matter of losses from freezing in transit, especially in connection with shipments made during the early winter months. We, ourselves, insist on shipping dahlias exclusively by express, thus insuring against loss from freezing in transit. Last year we had many valuable shipments lost and because of short stock it was impossible to duplicate these shipments even though Express Company was responsible for the loss. To avoid such losses we suggest that all shipments be followed with an alert from agent at shipping point and just as soon as goods are received packages should be opened and some of the bulbs examined carefully to de-

(Continued on page 2, col. 2)

DIG & DUNG

PUBLISHED BY

WAYLAND DAHLIA GARDENS

E. R. RYNO, PROP.

WAYLAND, MICHIGAN

SEASON OF 1947

We did not issue our Bulletin and Price List last year because of the fact that practically our entire crop was booked up long before digging time and we had nothing left to sell after that time. This year bookings are already heavier than they were last year, and while it is likely that most of our crop will again be booked before we begin shipping, yet we felt that we should issue our Bulletin this year not only for the sake of keeping our price records up to date but also that we might keep in touch with our many pre-war customers whom we still have hopes of being able to serve just as soon as labor and crop conditions become normal.

It will be noted that we have made very few changes in our prices since 1945 except those varieties which were listed in the very low price groups. We know our present prices are still way below those of most growers, and this is probably one of the reasons why our orders have been unusually heavy. As soon as other growers get stocked up again and are able to get back to earth on their prices we naturally expect the demand, especially from jobbers and large growers to fall off, which will leave a greater supply available for later orders.

We are putting this issue out about a month earlier than usual and urge you to get your order in at once so we can get your booking on such varieties as are still available.

The three leading types of dahlias are the Pompon or Button type, which includes those dahlias up to two inches in diameter; the Miniatures which range from two to three inches in diameter; and the Large Flowering Varieties which range from three inches up to fifteen inches in diameter, most varieties in this class averaging five to ten inches under ordinary garden culture.

Here are a few of the adjectives found in the dahlia descriptions in different catalogs:

As to size. Colossal, enormous, giant, gigantic, huge, large, mammoth, massive.

As to general appearance. Beautiful, extraordinary, fascinating, glorious, gorgeous, incomparable, lovely, magnificent, splendid, wonderful, etc.

And the funny thing is that these are not exaggerating terms when applied to almost any one of the newer varieties of dahlias.

THE DAHLIA SITUATION

(Continued from page 1)

termine their condition. Scrape the skin on the side of the bulb with thumb nail and if the flesh of the bulb shows any discoloration it is very likely that the bulbs have been frosted and will rot. Notify your express agent at once and see that claim for damage is entered with the carrier without delay and if the damage is real as well as apparent it will show up more fully within a few days so you will not be sending out stock which is certain to be returned with a complaint from your own customer.

The second item I wish to mention is regarding the cutting or dividing of dahlia clumps. Field grown clumps usually have about 3 to 5 eyes but many of these same clumps have twice as many bulbs. Where the

clumps are cut to the root, that is, with an idea of saving every root or bulb there are bound to be a lot of duds or blind roots. If clumps are cut to the eye, as is done by experienced growers, oftentimes they are cut so each eye has a double root or two roots to a single eye. This makes double expense of postage and shipping and in many cases customers will cut off the extra root and return it as no good asking for a replacement. For this reason we do not send out such double roots ourselves and we would suggest that you follow the same practice with your customers.

I trust this report will be of some value to our members and sincerely believe that those who follow our suggestions will not go wrong.

I thank you, gentlemen.

The American Association of Nurserymen has not yet adopted a standard for grading of dahlia roots. Regardless of any standard there are three important requirements which must be met by any stock offered or such stock is worthless. These are:

1. SURE TO GROW

If a root does not have a good eye and a sound neck it cannot be expected to produce a plant no matter who grew the root or how much it cost.

2. FREE FROM DISEASE

Fortunately dahlias have very few transmittable diseases, the most common of which are mosaic and stunt. Experience has shown that both of these diseases are easily eradicated by digging and destroying affected plants in the field. Where careful rogueing is not practiced each year these diseases soon become so generally distributed throughout the fields that the entire planting becomes almost worthless.

3. TRUE TO NAME

With so many different varieties of dahlias being grown, many of which are very similar, it becomes a matter of considerable importance to know that your stock is absolutely true to label. Many disappointments and even failures have resulted from planting stock which was not true. Certainly no one would feel like paying the regular price for a named variety only to find that he had purchased what should have been sold as mixed stock even though such mixed stock was made up of good varieties.

When a grading standard is adopted, which will eventually be, we believe such a standard should embody the following provisions:

1. DIVISIONS FOR PLANTING

A dahlia division should have not more than one eye as from this develops the sprout from base of which springs the new clump of roots. If the division has more than one eye each eye will throw a sprout and each sprout its own clump of roots which means that roots will be too crowded to produce a perfect plant.

The size of the division is immaterial, as experience has shown that small to medium size roots will usually produce better plants and better clumps of roots than too large roots because plants from such roots are forced to depend upon their new root growth from an early date instead of depending on the mother root for their subsistence.

2. POT ROOTS AND SPLIT CLUMPS

These should have not less than two eyes. They are used chiefly for propagating purposes and should never be planted in the field until divided as above.

3. WHOLE CLUMPS

Not less than three or four eyes and used only for propagating purposes or division before planting. Such clumps if planted whole will never produce satisfactory plants.

PLEASE NOTE THESE POINTS

QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large in size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light, strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type of package required and to ship direct to customers under your own label if so desired.

INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality or not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith, and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

CREDITS

If total order amounts to less than \$25.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$25.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up — labor, paper, boxes and packing material, fuel, taxes, etc., — it will be noted that we have advanced our prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.

NET GROWER'S PRICES FOR 1947

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 3c per root to cover additional cost of labelling and packing.

10% extra count is given in all cases — that is, 11 for 10, 110 for 100, etc., — except where roots are packed in special boxes or cartons ready for reshipment — to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15 lbs. per hundred.

All our stock is absolutely dependable, field grown from roots—not plants—planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

For individual wrapping and labelling add 1½c per root to prices given.

LARGE FLOWERING TYPES

(A) Art or Peony-flowered (B) Ball or Show (C) Cactus (D) Decorative

Some varieties are short crop, other varieties are being withheld to increase stock, and still others were completely sold in the field before going to press. Such varieties are described as "out for this year" and while we are including them in our list this is done merely as a matter of record and under no condition can we supply even small quantities of them until another season.

At 5c Each

MIXED—Every year at planting time our third and last sorting of planting stock is thrown into one lot and planted as Mixed. This lot represents at least a few roots of almost every variety in our list of Large Flowering Dahlias, and because of the fact that there are such limited quantities of each of the many varieties represented no effort is made to reclaim these varieties at digging time. This mixture is undoubtedly the finest and most varied assortment of dahlias ever offered; and naturally the supply is very limited and, therefore, always booked up even before this list goes to press.

We are mentioning this item merely as a matter of record of price at which such bookings were made, which was 5c per root.

At 7c Each

Aurore (A) Orange salmon
Camille Franchon (A) Red, lighter tip
Cleopatra (A) Dull gold
Diana (A) Scarlet. This is the true Marean Diana
Geisha (A) Yellow and red
Jan Olieslager (A) Yellow
Mme. Von Bystein (A) Lilac
Perfect Beauty (A) Red and white
Queen Wilhelmina (A) White
Rosalia Styles (A) Rose pink
Sweetheart's Bouquet (A) Salmon rose and fawn
Bonnie Blue (B) Bluish
Dee-Lighted (B) White
Dreer's White (B) White
Floral Park Jewel (B) Red tipped white
Lucy Fawcett (B) Yellow tinged rose
Purple Ball (B) Purple
Red Chief (B) Bright red
Storm King (B) White
Stradella (B) Rose purple
Tillamook (B) Light pink
Vivian (B) White tipped purple
Bertha Horne (C) Popular bronzy yellow
Bride's Bouquet (C) White
Celia (C) Lavender pink
Emily Russell (C) American Beauty red
J. H. Jackson (C) Maroon
Kreimhilde (C) Cream and pink
Lawine (C) White faintly tinged lavender
Libelle (C) Royal purple
Melody (C) Yellow, often tipped white
Minamoto (C) Scarlet
Perle de Lyon (C) White
Rene Cayeux (C) Brilliant red
Rheinscher Frohsinn (C) Pink and carmine rose
Sunset Glow (C) Orange and yellow
Thomas Oberlin (C) Scarlet
War Dance (C) Yellow and red
Zephyr (C) Pink
Agnes Haviland (D) Rose pink and yellow
Aida (D) Maroon

Atlantic Ocean (D) Yellow
Catherine Wilcox (D) Pinkish white tipped red
Countess of Pembroke (D) Lavender
C. P. R. (D) Cream overlaid purple
Darlene (D) Shell pink
Delice (D) Pink
D. M. Moore (D) Maroon, almost black
Doazon (or Big Gus) (D) Giant orange scarlet
Dr. Tevis (D) Salmon rose
Dorothy Sager (D) Salmon and orange
E. T. Bedford (D) Purple tinged silver
Flamingo (D) Pink
Iowa (D) Maize tipped pink
Judge Alton B. Parker (D) Yellow buff
Mina Burgle (D) Popular red
Mrs. Carl Salbach (D) Lavender pink
Mrs. J. Harrison Dick (D) Yellow and pink
Purity (D) White
Queen Mary (D) Pink
Sanhican's Bluebird (D) Bluish
Spirit of St. Louis (D) Large reddish purple
Venus (D) White suffused lavender
Yellow Colosse (D) Yellow

At 8c Each

A. D. Livoni (B) Pink
Mary Helen (B) Yellow
Maude Adams (B) White flushed pink
Mrs. C. D. Anderson (B) Crimson mauve
Schampel's Ball (B) Buff tipped white
Yellow Duke (B) Yellow
Cigarette (C) White edged orange
Etenard de Lyon (C) Lavender
Gay Paree (C) Golden bronze suffused red
George Walters (C) Salmon pink and yellow. Out for this year.
Gladys Sherwood (C) White
Mrs. Edna Spencer (C) White overlaid lavender. Out for this year.
Mrs. Warnaar (C) White flushed pink
Pierrot (C) Orange tipped white
Scaramouche (C) Large Indian red

Red Cross (C) Salmon orange
 Siskiyou (C) Mauve pink
 Springfield (C) Red sport of Lonsdale
 Avalon (D) Yellow. Out for this year.
 Bashful Giant (or Apricot Giant) (D) Apricot and amber.
 Cut for this year.
 Canary Cup (D) Deep yellow
 Charm (D) Burnt orange
 Coquette (D) Rich red and gold
 Dakota (D) Brick red
 Ellinor VanderVeer (D) Glowing rose pink
 Elizabeth Slocombe (D) Red purple
 Francis Larocco, Improved (D) Canary yellow. Excellent cutter.
 Harry Mayer (or Blue Moon) (D) Pale roselyn purple
 Jean Kerr (D) White. Out for this year.
 Le Grande Manitou (D) Lilac striped purple
 Le Toreador (D) Brilliant red
 Margaret Woodrow Wilson (D) Creamy white suffused pink
 Mrs. I. de Ver' Warner (D) Orchid lavender
 Mrs. J. G. Cassatt (D) Dark pink
 Oregon Beauty (D) Bright red
 Penn Charter (D) Buff tinted apricot
 Pride of California (D) Red
 Pride of Stratford (D) Best large red orange
 Purple Manitou (D) Purple
 Rosa Nell (D) Deep rose pink
 Rose Glory (D) Rose lavender
 Rosemawr (D) Rose pink. Out for this year.
 Zion's Delight (D) Large deep red. Out for this year.

At 10c Each

Charlotte Caldwell (B) Large orange
 Angela Mia (D) White
 Barbara Redfern (D) Large gold and rose
 Charlotte Alexander (D) White tipped red
 Gertrude Brinton (D) Red
 Hillcrest Mandarin (D) Large red and yellow
 Jersey's Mammoth (D) Giant mahogany and gold
 Judge Marean (D) Orange and red. Out for this year.
 Laura Morris (D) Giant deep yellow
 Nanaquaket (D) Large pink
 October Sunshine (D) Deep Golden yellow
 Oyster Bay Beauty (D) Large oxblood red
 Robert Treat (D) American Beauty red
 Rose Fallon (D) Giant old gold
 Silver Sheen (D) Lavender
 Snowdrift (D) Large white
 Starlight (D) Large bronzy yellow
 Texas (D) Pink sport of Laura Morris
 The Commodore (D) Huge canary yellow
 White King (D) White. Out for this year.
 W. H. T. (D) Old rose

At 12c Each

Edna Ferber (C) Coral and gold
 Golden Standard (C) Bronzy yellow
 Jersey's Dainty (C) White suffused pink
 Jersey's Melody (C) Pink
 Miss Ionia (C) Pink
 Roycroft (C) Russet buff
 Star of Bethlehem (C) White
 Blue River (D) Huge bluish
 California Idol (D) Large light yellow. Out for this year.
 Champoege (D) Cream tipped salmon pink
 City of Cleveland (D) Large orange suffused red
 Clara Carder (D) Large cyclamen pink
 Eleanor Radell (D) Rose pink
 Forest Fire (D) Yellow and red
 Hunt's Velvet Wonder (D) Large purple
 Jane Cowl (D) Bronzy buff and salmon. Out for this year.
 Jersey's Beacon (D) Scarlet and buff. Out for this year.
 Jersey's Beauty (D) Pink. Out for this year.
 Josephine G. (D) Pink
 Kathleen Norris (D) Pink. Out for this year.
 Kemp's White Wonder (D) Large white. Out for this year.
 Kentucky (D) Salmon sport of Jersey's Beauty. Out for this year.
 Marshall's Pink (D) Light pink
 Monmouth Champion (D) Flame red

Monmouth Queen (D) Light yellow
 Mrs. Geo. Le Boutillier (D) Huge red
 Omar Khayyam (D) Large red and orange
 Oriental Glory (D) Cadmium orange
 Pan (D) Vivid scarlet
 Pres. Franklin D. Roosevelt (D) Bright red with lighter reverse
 Pride of Austinburg (D) Large grenadine pink suffused yellow
 Pride of Springhill (D) Beautiful rose red. Good cutter
 Prince of Persia (D) Red
 Purple Fluffy Ruffles (D) Purple
 Sagamore (D) Apricot buff
 Sanhican's Princess (D) Salmon pink
 Wm. H. Hogan (D) Large red and white bi-color
 Zadig (D) Golden buff

At 15c Each

Jean Trimbee (C) Petunia violet. Out for this year.
 Miss Belgium (C) Coral
 Arcturus (D) Scarlet and gold
 Autumn Sunset (D) Large yellow tinted red
 Betty Zane (D) Large pink
 Cavalcade (D) Mulberry pink
 Daughter of Venus (D) Lavender
 Delwood's Glorious (D) Deep pink
 Girl of Hillcrest (D) Golden buff
 Groll's Genesee (D) Best large orange
 Hillcrest Sunset (D) Autumn shade
 Jersey's Sovereign (D) Salmon orange
 Jimmy Foxx (D) Henna
 Kilgore's King (D) Large yellow shaded pink
 King Alfred (D) Red with light reverse
 Louise Bates (D) Lavender pink
 Miss Oakland (D) White
 Purple Wonder (D) Purple
 Robert Scott (D) Autumn shade
 Sharazad (D) Pink. Out for this year.
 Sultan of Hillcrest (D) Yellow and rose
 Thomas A. Edison (D) Royal purple
 Towers Empire (D) Rich golden yellow
 Twilight (D) Pinkish lavender
 Violet Judge Marean (D) Lavender
 Wenoka (D) Rosy mauve

At 20c Each

Satan (C) Large red
 Son of Satan (C) Huge red. Out for this year.
 Detroit (D) Rich red
 Dwight W. Morrow (D) Dark red
 Jersey's White Beauty (D) White
 Kilgore's Purple (D) Purple
 Michigan White (D) White. Out for this year.
 Miss Long Island (D) Large pink
 New Glory (D) Maroon tipped white
 Orinda (D) Large lavender
 Pacific Splendor (D) White suffused lavender
 Red Sunset (D) Bright red
 The Fireman (D) Red and gold
 White Abundance (D) White
 Wm. G. Wyllie (D) Large yellow, buff and pink
 Zant's White (D) Large white

At 25c Each

Amelia Earhart (C) Autumn shade
 Miriam Hopkins (C) Large bronzy yellow
 Alice May (D) White
 Burch Foraker (D) Mammoth flame red
 Carl G. Dahl (D) Large apricot and buff
 Col. Lewis (D) Large deep pink
 Daddy Kemp (D) Large reddish purple. Out for this year.
 D'Arcy Sainsbury (D) White
 Dream Beauty (D) Cerise striped white. Out for this year.
 Everybody's Favorite (D) Large lavender pink
 George A. Relyea (D) Orange tipped white
 Glamour (D) Large purple
 Incandescent (D) Bronzy yellow and pink. Out for this year.
 Kemp's Great Eastern (D) Huge orange gold. Out for this year.

Kemp's Monarch (D) Reddish orange
 Kemp's Glamorous (D) Large yellow and pink
 Link's Gorgeous (D) Yellow overlaid pink
 Lois Walcher (D) Purple tipped white
 Lord of Autumn (D) Large deep yellow. Out for this year.
 Margrace (D) Huge red and yellow
 Monarch of the East (D) Huge golden buff. Out for this year.
 Premier's Winsome (D) Soft pink
 Oakleigh Monarch (D) Large cerise red
 Robert Ripley (D) Large lavender purple. Out for this year.
 Sheldon's Louise (D) Large reddish purple. Out for this year.
 Silver Lady (D) White suffused lavender
 Victory (D) Large salmon pink
 Zant's Pink (D) Dark pink

POMPONS

Our stock of Pompons last year was sold so short that our planting of this type was very limited this year; and owing to the fact that it is almost impossible to obtain absolutely clean stock from any source, we are listing only such varieties this year as appear to be in sufficient supply to make it worthwhile to offer them. No reservation orders can be accepted on this type, and orders will be accepted and filled in rotation as received only so long as stock lasts. When our own stock is exhausted no further orders can be taken.

At 6c Each

Amber Queen (P) Apricot and amber
 Bobby (P) Plum
 Cardinal (P) Bright red
 Catherine (P) Deep yellow
 Challenge (P) Variegated red and white
 Coral Beauty (P) Coral pink
 Dee Dee (P) Lavender
 Dr. Hirschbrun (P) Pink
 Dr. Jim (P) Purple shaded white
 Edith Mueller (P) Gold edged orange
 Fashion (P) Bronze
 Gertrude (P) Crimson
 Golden Queen (P) Deep yellow
 Hazel (P) Buff
 Johnny Peppin (P) Dark crimson
 Mary Munns (P) Lavender
 Phyllis (P) Purple
 Sunbeam (P) Red with yellow base

Vivid (P) Red

At 8c Each

Achilles (P) Flesh tipped lavender
 Belle of Springfield (P) Small red
 Darkest of All (P) Maroon
 Ellen (P) Yellow and red
 Fascination (P) Pink
 Johnny (P) Red
 Rosalie (P) White suffused pansy purple
 Rosa Wilmouth (P) Rosy pink
 Lemon Drop (P) Yellow

At 10c Each

Betty Ann (P) Small pink
 Brenner's Red (P) Bright red
 Brightest of All (P) Red
 Darksome (P) Dark red
 Joe Fette (P) White
 Morning Mist (P) White suffused lavender
 Nerissa (P) Pink
 Pink Pearl (P) Light pink
 Snowclad (P) White
 Spy (P) Bright red
 Yellow Gem (P) Light yellow

MINIATURES

As yet we are not very large growers of this type and most of the varieties we list can be supplied in limited quantities only.

At 6c Each

Fairy (M) Tiny Jersey's Beauty pink
 Grace O'Neil (M) Pink and white
 Orchid Lady (M) Orchid lavender

At 10c Each

Bishop of Llandaff (M) Red, Dark foliage
 Blue Eyes (M) Bluish
 Buckeye Baby (M) Golden buff
 Corinna (M) Deep yellow
 Diana Jean (M) Light yellow
 Easter Greeting (M) Fine white cactus
 Gretel (M) Flame red
 Little Jewel (M) Pink
 Princess Alba (M) White
 Sylvia (M) Cherry red. Fine cutter

Wrapped Dahlias

FOR COUNTER TRADE

1947 ASSORTMENT

100 Roots, not less than ten good varieties, each root
 wrapped and labelled (Order 1947 Assortment)

\$10.00

All stock in this assortment is strictly high class and in order to enable you to guarantee same to your customers, we give 10% extra count to take care of any replacement claims. A liberal supply of cultural leaflets and such advertising matter as may be available will be included with each assortment.

Wayland Dahlia Gardens,

Wayland, Michigan

Care and Handling of Dahlia Roots

This is a question about which nearly all dahlia growers seem to have little to say; yet it is just as important as any element that enters into the production of good dahlia roots. After roots are harvested in the fall they are placed in storage where they remain for weeks or perhaps months. If the storage conditions are right the roots are apparently in just as good condition at time of shipment as they were at harvest time. The roots are plump and firm, eyes are dormant, necks are sound and there is no sign of deterioration in any way.

During the period of storage the roots have been kept cool, damp, dark and away from moving air currents. Considering these facts, it almost seems that the roots could be stored indefinitely without loss, yet in actual experience the deterioration that takes place after the roots leave this storage leads us to believe that in some way the conditions prevailing during storage have been radically changed during the period between shipment and actual planting. In some cases the roots remain in tight warm shipping packages for weeks either through slow freight transit or after being received, causing them to mold and rot. In other cases the roots are stored in too warm a room or where light or moving air can reach them resulting in drying out and shriveling. In other cases the roots are exposed to cold air resulting in chilling, and often planting is done in wet soggy ground resulting in rot of both root and sprout. These conditions are absolutely beyond our control yet we feel that it is to our interest to have the root reach the ground in the best possible condition.

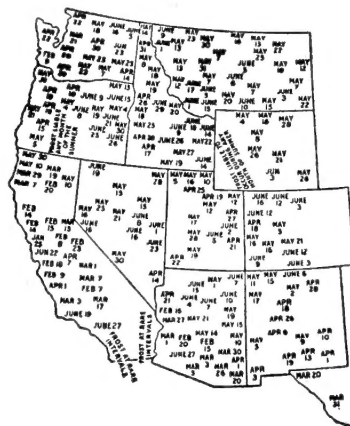
In the first place nearly every locality has its normal planting time. If the dealer's supply of roots are ordered shipped very much before the normal planting time it is to his interest to have storage facilities which will duplicate, so far as possible, those under which the roots have been held since harvest time. I know there are always a few customers who will buy their garden bulbs several weeks before time to plant but these few people nearly always take their stuff home, let it kick around in the warm rooms for two or three weeks, then the first warm day that comes they put it into the ground. Usually

the results are unsatisfactory and both the dealer and grower are blamed. It seems that it would be much better for the dealer to impress these facts upon the customer before he buys than to have to make excuses and replacements later.

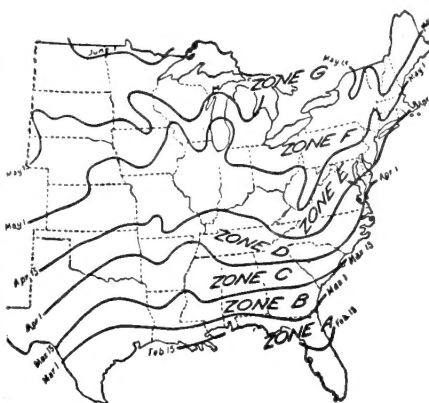
Then in other cases we know of dealers who ordered their supply of boxed dahlias early and placed the entire shipment in their windows where we have seen the light so bright that the labels were actually faded out before the goods were all sold. Under such conditions there is bound to be a deterioration of the stock just as there would be if you placed rose bushes on the open counter exposed to air and light and heat for days or weeks before they passed into the customer's hands.

Our best advice to all customers, especially those who sell dahlias over the counter, is to display only a small part of the stock, keeping the rest of it under proper storage conditions; and to put your heaviest selling effort back of the item right at planting time. We have hundreds of retail stores handling our dahlias and invariably the best results are obtained, and the greatest profits made, by those who push the sale of their dahlias during one or two weeks at the right planting time instead of catering to the few customers who always buy way ahead or way behind in the season. The stock is ordered or is brought in from storage just before wanted, is in perfect condition when it reaches the counter and also when it reaches the customer. This means that it is ready to start action just the minute it is placed in the ground and under such conditions is bound to be satisfactory.

Our record of direct shipments for some of our largest customers, made under a guarantee providing replacements of all roots that fail to sprout show less than 1% failures. Here we used our judgment and shipped the goods at proper planting time and we have every reason to believe that they reached the ground within very few days or a couple of weeks at most after they left our cellars. There is absolutely no reason why these same results cannot be obtained when goods are shipped direct from your own place or sold over the counter.



Map showing dates of last killing frost. Eastern part of U. S. is divided into zones. Western part varies according to elevation as indicated. Dahlias should not be planted more than 3 weeks before dates shown.



Get Your Reservation Order In Now

Stock to be Shipped When Needed

Wayland Dahlia Gardens

Largest Dahlia Growers In The World

E. R. Ryno, Prop.

WAYLAND

MICHIGAN



No Boxed Dahlias

For Counter Trade

Will be available this year because
of labor conditions

WAYLAND DAHLIA GARDENS

Wayland : : Michigan

Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list, and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

Boxed Dahlia Collections are packed in cases of 12 boxes and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We do not substitute unless specifically instructed to do so.

With our Boxed Dahlias we reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

GUARANTEE — While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS — Unknown persons should send either cash in full or 25% with order, balance C. O. D. Parties whose credit is approved may order roots shipped any time after December 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

REFERENCE — As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan